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ABSTRACT

This book is designed to help businesspeople fill the fundamental communication gap that affects everyone who works in business, from employees to managers to executives. Its purposes are as follows: to provide a common language of work; to shape the common language into a model or paradigm of work that everyone can use to help meet workplace demands; and to demonstrate the many practical work applications that one can use in conjunction with this language to meet daily work needs. An introduction describes the two broad categories into which the book divides the work force--workers and managers--and the hypothetical business and three representative jobs used throughout the book. A work communications survey is provided. Chapter 1 looks at the four features that support the status of the Language of Work (LOW) as a language: lexicon, syntax, message, and medium. Chapter 2 considers the traditional way to view a business and then a new three-dimensional view: the Business Sphere. It looks at how to apply the LOW at each level of the business to improve work quality and how the LOW provides the "business glue" that helps hold the business together and move it forward as a quality-driven culture. Chapters 3-6 examine the applications of the LOW to individuals, the business unit, work groups, and processes, respectively. Chapter 7 describes two implementation plans, one each for the two-phase approach to introducing the LOW into the business sphere. It lists the major consequences of using the LOW. Contains a bibliography and an index. (YLB)

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